

causing the selected content to be presented by the at least one set top box when a correlation exists between the content attributes and the user model associated with the set top box.

**2. [CANCELLED]**

3. The individually targeted content delivery method of Claim 1, wherein data collected from said set top box includes a record of user interaction with said set top box.
4. The individually targeted content delivery method of Claim 1, further comprising the step of transmitting said data to a privacy server, which removes all personally identifiable information from said data before allowing said data to be used.
5. The individually targeted content delivery method of Claim 1, wherein said derived user model is based on derived user interests.
6. The individually targeted content delivery method of Claim 1, wherein said derived user model is based on a derived user demographic profile.
7. The individually targeted content delivery method of Claim 6, wherein said derived user model is further based upon derived user interests.
8. The individually targeted content delivery method of Claim 1, wherein said at least one set top box user model is derived using an inverse demographic matrix method.
9. The individually targeted content delivery method of Claim 1, wherein said content is repeatedly presented on said selected set top boxes until it has been determined that a user has experienced said content.
10. The individually targeted content delivery method of Claim 1, wherein said content must be experienced before user selected content can be experienced.
11. The individually targeted content delivery method of Claim 1, wherein said correlation is determined by said set top box.
12. The individually targeted content delivery method of Claim 1, wherein said correlation is determined prior to transmitting said content to said set top box, and wherein said transmitting step occurs only when said correlation is high enough to warrant said set top box presenting said content.

## 13. An individually targeted content delivery method comprising the steps of:

collecting set top box interaction data associated with at least one set top box in a privacy compliant manner;

deriving from said data at least one user model for each set top box using a user demographic profile and a user interest profile determined using an inverse demographic matrix method;

storing said derived at least one user model and an identifier corresponding to the set top box from which said at least one user model is derived in a storage means for later retrieval;

selecting content and associated content characteristics to be delivered to at least one set top box;

delivering said content to said set top box; and

causing said selected content to be presented by said at least one set top box when a correlation between said content attributes and said user model associated with said set top box exists.

## 14. The individually targeted content delivery method of Claim 13, wherein said correlation is determined by said set top box.

## 15. The individually targeted content delivery method of Claim 13, wherein said correlation is determined prior to transmitting said content to said set top box, and wherein said transmitting step occurs only when said correlation is high enough to warrant said set top box presenting said content.

## 16. An individually targeted content delivery method comprising the steps of:

collecting set top box interaction data associated with at least one set top box in a privacy compliant manner;

transmitting said set top box interaction data to a privacy server, which strips personally identifiable information from said data prior to allowing said data to be used;

deriving from said data at least one user model for each set top box using a user demographic profile and user interest profile as determined using an inverse demographic matrix;

storing said derived at least one user model and an identifier corresponding to the set top box from which said at least one user model is derived in a storage means for later retrieval;

selecting content and associated content characteristics to be delivered to at least one set top box;

delivering said content to said set top box; and

causing said content to be presented by said at least one set top box when a correlation between said content attributes and said user model associated with said set top box exists.

17. The individually targeted content delivery method of Claim 16, wherein said correlation is determined by said set top box.
18. The individually targeted content delivery method of Claim 16, wherein said correlation is determined prior to transmitting said content to said set top box, and wherein said transmitting step occurs only when said correlation is high enough to warrant said set top box presenting said content.
19. An individually targeted content delivery method comprising the steps of:
  - collecting set top box interaction data associated with at least one set top box in a privacy compliant manner;
  - deriving from said data at least one user model for each set top box using a user demographic profile and user interest profile as determined using an inverse demographic matrix;
  - storing said derived at least one user model and an identifier corresponding to the set top box from which said at least one user model is derived in a storage means for later retrieval;
  - selecting content and associated content characteristics to be delivered to at least one set top box;
  - delivering said content to said set top box; and
  - causing said content to be presented by said at least one set top box when a correlation between said content attributes and said user model associated with said set top box exists, and until it is determined that said content has likely been experienced.
20. The individually targeted content delivery method of Claim 19, wherein said content must be experienced before user selected content can be experienced.
21. The individually targeted content delivery method of Claim 19, wherein said correlation is determined by said set top box.
22. The individually targeted content delivery method of Claim 19, wherein said correlation is determined prior to transmitting said content to said set top box, and wherein said transmitting step occurs only when said correlation is high enough to warrant said set top box presenting said content.

## 23. An individually targeted content delivery method comprising the steps of:

collecting set top box interaction data associated with at least one set top box in a privacy compliant manner;

transmitting said set top box interaction data to a privacy server, which strips any personally identifiable information from said data prior to allowing said data to be used by the system;

deriving from said data at least one user model for each set top box using a user demographic profile and user interest profile as determined using an inverse demographic matrix;

storing said derived at least one user model and an identifier corresponding to the set top box from which said at least one user model is derived in a storage means for later retrieval;

selecting content and associated content characteristics to be delivered to at least one set top box;

delivering said content to said set top box; and

causing said content to be presented by said at least one set top box when a correlation between said content attributes and said user model associated with said set top box exists, and until it is determined that said content has likely been experienced.

24. The individually targeted content delivery method of Claim 23, wherein said content must be experienced before user selected content can be experienced.

25. The individually targeted content delivery method of Claim 23, wherein said correlation is determined by said set top box.

26. The individually targeted content delivery method of Claim 23, wherein said correlation is determined prior to transmitting said content to said set top box, and wherein said transmitting step occurs only when said correlation is high enough to warrant said set top box presenting said content.

## 27. A targeted advertising delivery system, comprising:

a plurality of set top boxes;

a privacy server, communicatively connected to said plurality of set top boxes;

a data center, communicatively connected to said privacy server;

a content input means, which allows a content owner to submit content to the data center;  
and

a user model selector, which allows a content owner to select user model attributes corresponding to a group to which particular content is to be delivered.